
**DOWNTOWN PARKING BOARD
MINUTES
February 5, 2014**

200 E. Santa Clara Street, 13th Floor Conference Room

Item Subject

1. **Call to Order**

10:05 a.m.

Action: (5-0-2) Board member Feece moved to approve the meeting minutes for the October 2, 2013 meeting. Vice Chair Nichols seconded the motion.

Absent: Board member Renelle abstained as he was absent for the October meeting. Board member Winter (10:10am) arrived late.

Document Filed: October 2, 2013 DPB Meeting Minutes

2. **Chairperson Report**

Chair Carlson congratulated Arian Collen (DOT) on his promotion to the position of Parking Manager.

3. **Capital/Finance**

Mr. Collen reviewed the FY 2013-14 Mid-Year Financial and Activity Report and highlighted the following:

- The Modified Budget increased Revenues by \$660,000 to recognize reimbursement from the Successor Agency to the Redevelopment Agency (SARA) for a portion of the \$3.4 million debt service for the 4th/San Fernando garage in FY 12-13 and increased the Debt Service by \$1.7 million for FY 13-14 as the Parking Fund will need to support the full year debt service due to inadequate tax increment and revised SARA cash flow projections.
- Revenues totaled \$6.2 million (49% of Modified Budget)
- Facility Revenue was up \$177,000 due to higher than anticipated revenues at the Market Street, Convention Center, and Fairmont garages as well as increases in meter and interest revenue
- Operating Expenditures totaled \$3.4 million (47% of Modified Budget)
- Net Revenue was \$712,000 (69% of Modified Budget)
- Capital Project expenditures were \$592,000 (25% of Modified Budget) which included the replacement of paystations at the Woz/87 and Almaden/Woz lots and the elevator upgrades at the Third Street and Market Street garages. Major projects remaining this year include the Smart Meter upgrades (\$1.2M) and the Downtown Event Parking Signage (\$685K)
- Net Change to Fund Balance was \$40,000
- Joe Garcia (DOT) reviewed the Customer Service Survey results and highlighted the positive increases at the 2nd/San Carlos garage, and noted average scores for all locations rated over 4 on a scale from 1 to 5

A discussion ensued regarding the overall parking program operations and financials, as well as the details for each of the facilities.

Action: (7-0-0) Vice Chair Nichols moved to approve the FY 2013-14 Mid-Year Financial Report. Board member Feece seconded the motion.

Document Filed: FY 2013-14 Mid-Year Financial Report

4. **BIP and Off-Street Parking Program Update**

Jim Ortbal (DOT) and Mr. Garcia reviewed information on the status of the Business Incentive Program (BIP) and the current occupancy and availability of monthly parking at the off-street parking garages.

A discussion ensued regarding the BIP which included:

- Summary data for the Business Incentive Program (BIP) showing square footage leased and monthly permits issued
- Review of the current and future permit allocations to major downtown tenants such as Superior Court and Apigee
- Current average peak parking occupancy for the Market, Third, 4th/San Fernando, and 2nd/San Carlos garages
- Management, pricing, and operational options to meet demand at the Market Street garage and potentially shift users to other underutilized facilities
- The Market Street garage has been removed from the BIP based on the current peak occupancy of 80%
- Parking incentives and their impact on downtown building occupancy
- Potential requirement for those businesses participating in the BIP to distribute information on alternate modes of transportation
- Increased VTA DASH coverage throughout downtown
- Potential acquisition of the Central Place Garage from SARA to increase parking supply

Staff will bring additional updates and recommended changes to the BIP to the May DPB meeting.

Document Filed: Briefing sheets on the Business Incentive Program and Facility Occupancy

5. **Technology Upgrades – Smart Meter Contract**

Mr. Ortbal presented an update on the contract and installation of Smart Meters.

A discussion ensued regarding the Smart Meters and included:

- Council approved agreement with IPS for 1,200 Smart Meters to be installed in the downtown core with anticipated completion by April 1st
- Rate increase to \$2/hour will be brought to City Council as part of the budget process
- Council Member Liccardo memo regarding potential Community Parking Districts
- Council Members Kalra/Chu memo regarding reviewing alternatives to raising meter rates
- Pilot of mobile payment (pay-by-cell) option to be implemented
- Potential for “validations” with mobile payment options

Staff will review and develop recommendations for potential rate increase and “validation” options and will return to the DPB prior to bringing them to City Council.

Document Filed: Council Memo on IPS Agreement and Council Memos from Kalra/Chu and Liccardo

6. **Reports/Coordination**

A. Multi-Modal Transportation Projects & Diridon Area Master Plan

Mr. Ortbal introduced Paul Smith (DOT) and gave an update on the status of the Draft Environmental Impact Report (DEIR) for the Preferred Diridon Station Area Plan.

A discussion ensued regarding the plan and the impacts to parking and traffic.

B. Driving Revenue Generating Activity – Promoting City Facilities

Laura Wells (DOT) presented the final designs developed by Content Magazine for the ParkSJ branding and noted that staff is reviewing the facilities and developing a signage implementation plan.

C. Debt Obligation

Item skipped due to lack of time.

D. Staff Verbal Update on Events & Activities

Item skipped due to lack of time.

E. City Council/Committee Agenda Items

Item skipped due to lack of time.

7. **Future Agenda Items**

Items for the May 7, 2014 DPB meeting as outlined in the Annual Work Plan:

- Election of Officers
- Annual Work Plan
- FY 14-15 Budget & CIP
- Multi-Modal Transportation Projects & Diridon Area Masterplan
- Parking Branding Update
- BIP Update and Options
- Smart Meter and Rate Update

8. **Open Forum**

No Comments

9. **Adjournment**

12:08pm